

**PELLISSIPPI STATE COMMUNITY COLLEGE  
MASTER SYLLABUS**

**E-COMMERCE  
BUSN 2450**

**Class Hours: 3.0**

**Credit Hours: 3.0**

**Laboratory Hours: .0**

**Revised: Fall 2014**

**Catalog Course Description:**

A study of e-commerce and its impact on business. The course provides a framework for understanding e-commerce, including possible marketing opportunities, as well as implementation and organization issues involved in capitalizing on e-commerce.

**Entry Level Standards:**

Ability to read and write at college level.

**Prerequisites:**

None

**Textbook(s) and Other Course Materials:**

*E-Commerce: Business Technology Society. 10/e.* Laudon, Traver. Prentice-Hall. Copyright 2014  
Access to computer system. Internet Explorer latest version (note, can be downloaded free of charge from: [www.microsoft.com](http://www.microsoft.com)). ISBN-13:878-0-13-302444-9

**I. Week/Unit/Topic Basis:**

<b>Week</b>	<b>Unit</b>	<b>Topic</b>
1	1	Introduction to E-Commerce; The Revolution is Just Beginning
2	2	E-commerce Business Models and Concepts
3	3	E-Commerce Infrastructure: The Internet, Web and Mobile Platform
4	→	Catch Up and Exam 1 Chapters 1-3
5	4	Building an E-commerce Presence: Websites, Mobile Sites and Apps
6	5	Security and Payment Systems
7	4&5	Exam 2 Chapters 4 & 5
8	6	E-commerce Marketing & Advertising Concepts
9	7	Social, Mobile and Local Marketing

10	8	Social, Legal and Ethical Issues in E-Commerce
11	6,7,&8	Catch up and Exam 3 Chapters 6-8
12	9	Online Retailing and Services
13	10	Online Content and Media
14	11	Social Networks, Auctions and Portals
15	6-10	Final Exam, Chapters 6-10

## **II. Course Goals\*:**

### **The course will**

- A. Provide students with an understanding of commerce, e-commerce, value chains and marketing strategy. I, II, III, V, VI
- B. Guide students to understand how successful web presences are created. II, III
- C. Enhance students' ability to evaluate functionality of ecommerce site. IV
- D. Guide students through the essentials of creating a secure commerce environment. III
- E. Develop students' ability to compare and contrast the advantages and disadvantages of common electronic payment systems. III, II
- F. Expand students' understanding of the impact of three uncontrollable environmental factors (culture, legal and ethical) on ecommerce. VII, VI, II, I

\*Roman numerals after course objectives reference goals of the Business Administration program.

## **III. Expected Student Learning Outcomes\*:**

Students will be able to:

1. Record, analyze, interpret and articulate facts by reading, evaluating and developing solutions to e-commerce based case study exercises. (A)
2. Use critical thinking skills to interpret, evaluate, and make informed judgments about the effectiveness of specific online retailers' web presences. (B)(C)
3. Demonstrate competence in accessing information on the Web by completing internet exercises designed to explore, describe and combine features of various retail web sites. (A)(B)(C)
4. Evaluate e-commerce practices and policies for effectiveness.

\* Capital letters after Expected Student Learning Outcomes reference the course goals listed above.

## **IV. Evaluation:**

- A. Testing Procedures: 40% of grade

Four exams will be given throughout the semester

B. Laboratory Expectations:

N/A

C. Field Work:

N/A

D. Other Evaluation Methods: 60% of grade

Seven cases will be analyzed, researched and written up. Five will count toward your grade (two lowest dropped). 50% of your semester grade will be based on case analysis.

Participation Points will accrue from in class response to questions and cases. 10% of grade

E. Grading Scale:

92 - 100	A
89 - 91	B+
82 - 88	B
79 - 81	C+
72 - 78	C
65 - 71	D
Below 65	F

**V. Policies:**

A. Attendance Policy:

Pellissippi State expects students to attend all scheduled instructional activities. As a minimum, students in all courses (excluding distance learning courses) must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course. Individual departments/programs/disciplines, with the approval of the vice president of Academic Affairs, may have requirements that are more stringent. In very specific circumstances, an appeal of the policy may be addressed to the head of the department in which the course was taken. If further action is warranted, the appeal may be addressed to the vice president of Academic Affairs.

B. Academic Dishonesty:

Academic misconduct committed either directly or indirectly by an individual or group is subject to disciplinary action. Prohibited activities include but are not limited to the following practices:

- Cheating, including but not limited to unauthorized assistance from material, people, or devices when taking a test, quiz, or examination; writing papers or reports; solving problems; or completing academic assignments.
- Plagiarism, including but not limited to paraphrasing, summarizing, or directly quoting published or unpublished work of another person, including online or computerized services, without proper documentation of the original source.
- Purchasing or otherwise obtaining prewritten essays, research papers, or materials prepared by another person or agency that sells term papers or other academic materials to be presented as one's own work.
- Taking an exam for another student.
- Providing others with information and/or answers regarding exams, quizzes, homework or other classroom assignments unless explicitly authorized by the

- instructor.
- Any of the above occurring within the Web or distance learning environment.

Please see the Pellissippi State Policies and Procedures Manual, Policy 04:02:00 Academic/Classroom Conduct and Disciplinary Sanctions for the complete policy.

C. Accommodations for disabilities:

Students that need accommodations because of a disability, have emergency medical information to share, or need special arrangements in case the building must be evacuated should inform the instructor immediately, privately after class or in her or his office. Students must present a current accommodation plan from a staff member in Services for Students with Disabilities (SSWD) in order to receive accommodations in this course. Services for Students with Disabilities may be contacted by sending email to [disabilityservices@pstcc.edu](mailto:disabilityservices@pstcc.edu), or visiting Goins 127, 132, 134, 135, 131. More information is available at <http://www.pstcc.edu/sswd/>.

D. Other Policies:

**Computer Usage Guidelines:**

College-owned or -operated computing resources are provided for use students of Pellissippi State Community College. All students are responsible for the use of Pellissippi State's computing resources in an effective, efficient, ethical and lawful manner.